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PTO/SB/21 (09-04)

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TRANSMITTAL FORM (to be used for all correspondence after initial filing)	Application Number	09/777,098
	Filing Date	February 5, 2001
	First Named Inventor	Robert Bernstein
	Art Unit	3622
	Examiner Name	Carlson, J.
Total Number of Pages in This Submission	Attorney Docket Number	4707-81342

ENCLOSURES (Check all that apply)		
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Remarks Applicant believes no fee is due, however if the Commissioner deems fee necessary, please charge deposit account No. 23-0920.		

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Printed name	Jon P. Christensen		
Date	August 3, 2007	Reg. No.	34,137

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81342

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Inventor: Robert Bernstein Art Unit: 3622
Serial No.: 09/777,098
Filed: February 5, 2001
For: METHOD AND APPARATUS FOR
IDENTIFYING CUSTOMERS FOR
DELIVERY OF PROMOTIONAL MATERIALS
Examiner: Carlson, J.
Attorney
Docket No.: 81342

RESPONSE

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

In reply to the Office Action of May 21, 2007, the applicant responds as follows:

The Claims begin on page 2 of this paper.

Remarks begin on page 6 of this paper.